

Successful Marketing Tactics for Government Contracts

Presented By:
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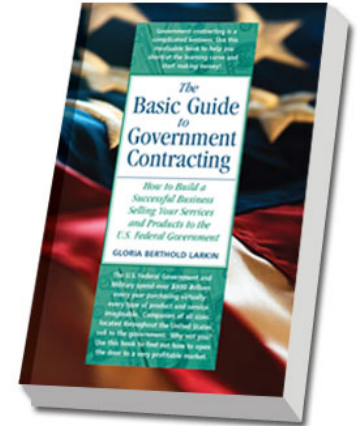
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Gloria Larkin

President



- Nationally recognized federal contracting business development expert
- Author of *The Basic Guide to Government Contracting*
- Consultant & Trainer
- Clients have won billions in federal contracts
- Quoted in Wall Street Journal, Washington Post, INC Magazine, Bloomberg
- Educational Foundation Board Vice-Chair for WIPP



Learning Objectives

Plan: Market Research

- Identifying targets

Position: How to get noticed—positively!

- Relationship-based market

Pursue:

- Layers of decision-makers
- Mitigating risk
- Tools required to get noticed
- Mistakes to avoid

Win!

Insider's View: What Works

What Really Works:

- Market Research, Business & Financial Plan
- Network, Communication, & Relationships
- Past Performance & Continuous Marketing
- Being Prepared, Patient, & Persistent

Small Businesses:

- Create Jobs
- Are Leaders of Innovations & Technology
- Increase Competition – Decrease Costs

Large Businesses:

- Important Partners of the Equation



Market Research

- Past: FPDS.gov at fpds.gov  Federal Procurement Data System

- Present: FedBizOpps fbo.gov

★ FEDBIZOPPS.GOV

- Future: Agency Forecasts [acquisition forecasts](http://acquisition.forecasts.gov)

ACQUISITION CENTRAL
www.acquisition.gov

- Competition: USASpending.gov

- Primes: USASpending.gov

- Teaming: Small Business Dynamic Search
dsbs.sba.gov

USASPENDING 
Government spending at your fingertips .GOV

Data Sources

- **Free:**
 - FedBizOpps, FedConnect, FPDS, DOD eMall,
 - SBA Pro-Net & SBDS, Agency web sites
 - PTACs, association-related sources
- **Subscription:**
 - BloombergGovernment, FedSources, Input, FedMine, Onvia, Centurion, MyFedBid, etc.
 - More popping up every day!
- **You can drown in data unless you have the sales process identified!**

Identify Opportunities

Under \$25K (*not publically advertised*):

- Each agency
- Each base
- Each office, decision-makers!



Over \$25K (publically advertised):

- FedBizOpps.gov
 - Sources Sought Notices (1,400+ in last 30 days!)
- FedConnect.net
- Army Single Face to Industry and other agency specific sites



**Army Single Face to Industry (ASFI)
Acquisition Business Web Site**

"Serving the U.S. Army Acquisition Community"

How to Get Noticed

- Be professional
 - Ex: email, web site, dress the part
- Know your niche!
- Do not try to be all things
- Lead with your expertise
- Prove it!
- Mitigate risk



Where to Get Noticed

- **Person to person**
 - Conferences
 - Vendor outreach sessions
 - Agency and base events
 - Matchmaking
 - Associations, social events
- **Referral**
 - From decision-makers
- **Virtual**
 - Email, blog, Facebook, Twitter, LinkedIn, Google+



Identifying The Real Decision Makers

- Government Contracting: Strict Process as per the Federal Acquisition Regulations
- NOT Top-Down
- Three layers of decision makers
- Size of purchase determines decision makers
- Each layer has different purpose and responsibility

Three Layers of Decision Makers

- **Small Business Representatives (OSDBU, SBR, SADBUI)**
 - Purpose: Help agency meet SB Goals: 23%
 - Agency web site: search for OSDBU
- **Contracting Officers (CO or KO)**
 - Purpose: Make legal purchase, provide government with appropriate services and products; total responsibility
 - www.FedBizOpps.gov or other opportunity posting site
- **Program managers (PM), technical representatives**
 - Purpose: Technical expertise, end-users, can make tech or vendor recommendations
 - The most difficult to locate, use OSDBU & CO to refer you, a relationship is required!

Size Matters to Decision Makers

- **Under \$3,000 per transaction**
 - Immediate credit card sale (anyone)
- **Under \$25,000 per transaction**
 - 3 bids, same day decision (CO)
- **Between \$25,000 and \$150,000**
 - Advertised, best value (CO & PM)
- **Over \$150,000**
 - Competitive bid, 3-6+ months (CO & PM, entire team)

Position

- You as the **Prime Contractor**
- You as the **Subcontractor**
- You as the **Teaming Partner**



Mitigating Risk

- Create a strong niche statement
- Practice a 20 second elevator pitch
- Use a powerful Capability Statement
- Past performance is king!
- Financial stability
- Capacity
- Partners
- Craft strong RFP responses
- Debriefing- win or lose



Positioning Tools Required

- **Opportunity identifier:** Past, present, future
- 1 page **Capability Statement** to identify your:
 - Core Competencies
 - Past Performance
 - Differentiators
 - Company Data
- **Bid-no-bid process**
- Quickly identify the **decision-maker**, her/his responsibility & level of interest in your business
- **Contract vehicle**
- **CRM system**

Marketing Tools

- Government registrations
- SAM, SBDS, Agencies
- Your business card
- Your Capability Statement
- Your web site
- White Papers
- Advertising
- Public Relations
- CRM system
- Contract vehicle

Action Step: Review your marketing tools

Business Card

- Use both sides
- Not coated paper
- Company Name, Name, Title
- All contact information: phones, address
- What do you do? Is it clear?
- DUNs
- NAICS
- Certifications
- Contract vehicles



Action step: Update your business card

Web Site

Is it clear that you support the government market?

Action step:
review and
update



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Unistar-Sparco Computers, Inc.

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1-800-840-8400
1-901-872-2272

Federal

State and Local

Education

Commercial



Schedule 70, Information Technology Professional Services
Contract Number GS-35F-0724V
22 Sep 2009 to 21 Sep 2014

Capabilities Statements <Click Here>

Government and Social Media

Health and Human Services:



Facebook

View directory of official HHS Facebook accounts



Twitter

View directory of official HHS Twitter accounts

Army:



GSA:



White Papers

- To state an organization's policy, position, or philosophy about a subject;
- To present a not-too-detailed technical explanation of an architecture, framework, or product technology; or
- To pose a technology-oriented problem or question and then answer that question with information or a proposed solution.
- The terms *policy paper* or *position paper*, *technology paper* or *product paper*, and *issue paper* are often used in place of *white paper*

News Releases



- Not your typical press release sent to the papers
- It IS targeted to your contacts
- It IS real news
- It is sent via email to specific people and posted online where it can go viral
- Topics: contract wins, completions, new hires, awards, new services or products, certifications, branded services or products

CRM Systems

- File cabinet; shoebox and 3 x 5 cards
- Outlook, email
- Excel spreadsheet
- ACT!, Goldmine and other PC-based systems
- Salesforce.com, Basecamp and other web-based systems
- Don't drown in data!



Know How the Government Buys

Purchase Vehicles

Make it easy to do business with you!

- Credit Card: P-card, purchase card
- GSA Schedule
- GWACs
- BPA
- IDIQ
- HUBZone, 8(a), SDVOB Certifications



Types of Capability Statements

1. **Door-opener**, used to begin relationship-building process

- Obtain **decision-maker meeting**
- Tool to use **during meetings**

2. Requested as part of a **Sources Sought** or RFI response

3. Required in a RFP response



Position: Five Key Elements Needed to Get Noticed

1. Call it a Capability Statement
2. Core Competencies
3. Past Performance
4. Differentiators
5. Company Data



Audiences for Your Capability Statement

Your Targets:

- Agency
- Prime Contractor
- Teaming Partner
- Joint Venture
- To obtain decision-maker meetings!



What is Your Score?



What does your business look like to the government decision makers?

Email your Capability Statement PDF to:
CapabilityStatement@TargetGov.com

for your company's complimentary
Capability Statement score

Contact

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